

To: Mantra Systems, Inc(dcaulfield@gopractis.com)
Subject: U.S. Trademark Application Serial No. 97352540 - CUE BASED SELLING
Sent: January 26, 2023 05:59:11 AM EST
Sent As: tmng.notices@uspto.gov

Attachments

[5129805](#)
[2705512](#)
[5269024](#)
[5564268](#)
[2956175](#)
[5331764](#)
[88530760](#)
[screenshot-smallbusiness-chron-com-consumer-cues-66981-html-16746457578241](#)
[screenshot-www-merriam-webster-com-dictionary-cues-16746464705241](#)
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United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97352540

Mark: CUE BASED SELLING

Correspondence Address:

MANTRA SYSTEMS, INC
3110 MAIN STREET BUILDING C
BUILDING C
SANTA MONICA CA 90405 UNITED STATES

Applicant: Mantra Systems, Inc

Reference/Docket No. N/A

Correspondence Email Address: dcaulfield@gopractis.com

NONFINAL OFFICE ACTION

Response deadline. File a response to this nonfinal Office action within three months of the “Issue date” below to avoid [abandonment](#) of the application. Review the Office action and respond using one of the links to the appropriate electronic forms in the “How to respond” section below.

Request an extension. For a fee, applicant may [request one three-month extension](#) of the response deadline prior to filing a response. The request must be filed within three months of the “Issue date” below. If the extension request is granted, the USPTO must receive applicant’s response to this letter within six months of the “Issue date” to avoid abandonment of the application.

Issue date: January 26, 2023

Introduction:

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Search:

The trademark examining attorney has searched the USPTO database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). 15 U.S.C. §1052(d); TMEP §704.02.

SUMMARY OF ISSUES:

- Substantive Refusal: descriptiveness refusal

Substantive Refusal: descriptiveness refusal

The examining attorney refuses registration on the Principal Register because the proposed mark merely describes a feature and characteristic of the services. Trademark Act Section 2(e)(1), 15 U.S.C. Section 1052(e)(1); TMEP section 1209 *et seq.*

A mark is merely descriptive under Trademark Act Section 2(e)(1), 15 U.S.C. 1052(e)(1), if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the relevant goods/services. *In re Gyulay*, 820 F.2d 1216, 3 USPQ2d 1009 (Fed. Cir. 1987); *In re Bed & Breakfast Registry*, 791 F.2d 157, 229 USPQ 818 (Fed. Cir. 1986); *In re MetPath Inc.*, 223 USPQ 88 (TTAB 1984); *In re Bright-Crest, Ltd.*, 204 USPQ 591 (TTAB 1979); TMEP section 1209.01(b).

The applicant applied to register the mark “**CUE BASED SELLING**” for consulting in sales techniques and sales programmes in Int. class 35.

Consumer cues, sometimes referred to as brand cues, include a variety of visual, written and spoken messages that affect consumer buying behavior. The attached evidence demonstrates that the applicant consults on how to use CUES or prompts from consumers to sell items. The wording BASED

SELLING indicates that the selling is based on the cues or prompts received from consumers. The attached evidence demonstrates that BASED SELLING is common language used in marketing field. Therefore, the applicant consults in sales techniques based on consumer prompts. The trademark examining attorney refers to the excerpted materials from the Bing search engine in which CUE and BASE SELLING appeared. Additionally, included are third-party registrations demonstrating that the office has treated similar terms as descriptive in the past. See attachments.

It is not necessary that a term describe all of the purposes, functions, characteristics or features of the goods/services to be merely descriptive. It is enough if the term describes one attribute of the goods/services. *In re H.U.D.D.L.E.*, 216 USPQ 358 (TTAB 1982); *In re MBAssociates*, 180 USPQ 338 (TTAB 1973).

Accordingly, the mark is refused registration on the Principal Register under Section 2(e)(1).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

Supplemental Registration:

Although an amendment to the Supplemental Register would be an appropriate response to this refusal(s) in an application based on Trademark Act Section 1(a) or 44, such a response is not appropriate in the present case. The instant application was filed under Section 1(b) and is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use meeting the requirements of 37 C.F.R. §2.76 has been timely filed. 37 C.F.R. §2.47(d); TMEP §§816.02, 1102.03.

If applicant files an acceptable allegation of use and also amends to the Supplemental Register, the application effective filing date will be the date applicant met the minimum filing requirements under 37 C.F.R. §2.76(c) for an amendment to allege use. TMEP §§816.02, 1102.03; *see* 37 C.F.R. §2.75(b). In addition, the undersigned trademark examining attorney will conduct a new search of the USPTO records for conflicting marks based on the later application filing date. TMEP §§206.01, 1102.03.

Although registration on the Supplemental Register does not afford all the benefits of registration on the Principal Register, it does provide the following advantages to the registrant:

(1) Use of the registration symbol ® with the registered mark in connection with the designated goods and/or services, which provides public notice of the registration and potentially deters third parties from using confusingly similar marks.

(2) Inclusion of the registered mark in the USPTO's database of registered and pending marks, which will (a) make it easier for third parties to find it in trademark search reports, (b) provide public notice of the registration, and thus (c) potentially deter third parties from using confusingly similar marks.

(3) Use of the registration by a USPTO trademark examining attorney as a bar to registering confusingly similar marks in applications filed by third parties.

(4) Use of the registration as a basis to bring suit for trademark infringement in federal court, which, although more costly than state court, means judges with more trademark experience, often faster adjudications, and the opportunity to seek an injunction,

actual damages, and attorneys' fees and costs.

(5) Use of the registration as a filing basis for a trademark application for registration in certain foreign countries, in accordance with international treaties.

See 15 U.S.C. §§1052(d), 1091, 1094; J. Thomas McCarthy, *McCarthy on Trademarks & Unfair Competition* §§19:33, 19:37 (rev. 4th ed. Supp. 2017).

Questions:

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

Pro Se Applicants:

Because of the legal technicalities and strict deadlines of the trademark application process, applicant is encouraged to hire a private attorney who specializes in trademark matters to assist in this process. The assigned trademark examining attorney can provide only limited assistance explaining the content of an Office action and the application process. USPTO staff cannot provide legal advice or statements about an applicant's legal rights. TMEP §§705.02, 709.06. [See Hiring a U.S.-licensed trademark attorney](#) for more information.

Response guidelines. For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see "[Responding to Office Actions](#)" and the informational [video "Response to Office Action"](#) for more information and tips on responding.

How to respond. File a [response form to this nonfinal Office action](#) or file a [request form for an extension of time to file a response](#).

/Lourdes Ayala/
Lourdes Ayala
Trademark Examining Attorney
Law Office 106
(571) 272-9316
Lourdes.Ayala@USPTO.GOV

RESPONSE GUIDANCE

- **Missing the deadline for responding to this letter will cause the application to [abandon](#).** A response or extension request must be received by the USPTO before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Trademark Electronic Application System (TEAS) [system availability](#) could affect an applicant's ability to timely respond. For help resolving technical issues with TEAS, email TEAS@uspto.gov.
- **[Responses signed by an unauthorized party](#)** are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.

(4) STANDARD CHARACTER MARK

VBS Value Based Selling

Mark Punctuated

VBS VALUE BASED SELLING

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Educational services, namely, conducting classes, seminars, conferences, and workshops in the field of sales, and distributing course materials in connection therewith. FIRST USE: 20150101. FIRST USE IN COMMERCE: 20150101

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

86672825

Filing Date

20150624

Current Filing Basis

1A

Original Filing Basis

1B

Publication for Opposition Date

20151117

Registration Number

5129805

Date Registered

20170124

Owner

(REGISTRANT) TOTAL INNOVATION GROUP, INC. CORPORATION FLORIDA Suite 750 5401 W. Kennedy Blvd. Tampa FLORIDA 33609

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "VALUE BASED SELLING" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark

SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
Monica B. Mason, Esq.

(1) TYPED DRAWING

VALUES-BASED SELLING

Mark Punctuated
VALUES-BASED SELLING

Translation

Goods/Services

- IC 016. US 002 005 022 023 029 037 038 050.G & S: printed teaching materials, namely instructional books, workbooks, and posters, in the field of sales techniques for financial planners. FIRST USE: 19940911. FIRST USE IN COMMERCE: 19940911
- (CANCELLED) IC 041. US 100 101 107.G & S: [conducting educational training seminars in the field of sales techniques for financial planners]. FIRST USE: 19940911. FIRST USE IN COMMERCE: 19940911

Mark Drawing Code
(1) TYPED DRAWING

Design Code

Serial Number
75874854

Filing Date
19991217

Current Filing Basis
1A

Original Filing Basis
1A

Publication for Opposition Date

Registration Number
2705512

Date Registered
20030408

Owner
(REGISTRANT) Bachrach & Associates, Inc. CORPORATION CALIFORNIA Suite 200 4275 Executive Square La Jolla CALIFORNIA 92037

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark
TRADEMARK. SERVICE MARK

Register

SUPPLEMENTAL

Live Dead Indicator

LIVE

Attorney of Record

David P. Branfman, Esq.

(4) STANDARD CHARACTER MARK

COF Market-Based Selling

Mark Punctuated

COF MARKET-BASED SELLING

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Consulting services, namely, providing training to healthcare companies on the topics of clinical utility and operational efficiency. FIRST USE: 20160509. FIRST USE IN COMMERCE: 20160509

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

87095906

Filing Date

20160707

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20170606

Registration Number

5269024

Date Registered

20170822

Owner

(REGISTRANT) Total Innovation Group, Inc. CORPORATION FLORIDA Suite 750 5401 W. Kennedy Blvd.
Tampa FLORIDA 33609

Priority Date

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Description of Mark

Type of Mark

SERVICE MARK

Register
PRINCIPAL

Live Dead Indicator
LIVE

Attorney of Record
Monica B. Mason, Esq.

(4) STANDARD CHARACTER MARK

OBJECTIVE BASED SELLING

Mark Punctuated

OBJECTIVE BASED SELLING

Translation

Goods/Services

- IC 016. US 002 005 022 023 029 037 038 050.G & S: Educational publications, namely, books, hand-outs, workbooks, and diagrams in the fields of business to business sales. FIRST USE: 19870201. FIRST USE IN COMMERCE: 19920901
- IC 035. US 100 101 102.G & S: Consulting in sales techniques and sales programmes; Consulting in the field of sales methods, sales management, and sales improvement. FIRST USE: 18970201. FIRST USE IN COMMERCE: 19920901
- IC 041. US 100 101 107.G & S: Workshops and seminars in the field of business to business sales. FIRST USE: 19870201. FIRST USE IN COMMERCE: 19920901

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

87728868

Filing Date

20171220

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

20180703

Registration Number

5564268

Date Registered

20180918

Owner

(REGISTRANT) Gary T. Moore INDIVIDUAL UNITED STATES 556 Franklin Street Denver COLORADO 80218

Priority Date

Disclaimer Statement

Description of Mark**Type of Mark**

TRADEMARK. SERVICE MARK

Register

PRINCIPAL-2(F)

Live Dead Indicator

LIVE

Attorney of Record

John A. Leonard

(4) STANDARD CHARACTER MARK

TRUST-BASED
SELLING

Mark Punctuated

TRUST-BASED SELLING

Translation

Goods/Services

- IC 041. US 100 101 107.G & S: Training services in the field of sales, in particular selling based on the principles of trust. FIRST USE: 20020430. FIRST USE IN COMMERCE: 20020630

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

78368523

Filing Date

20040216

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

Registration Number

2956175

Date Registered

20050524

Owner

(REGISTRANT) Green, Charles H. INDIVIDUAL UNITED STATES 8 Lapis Circle West Orange NEW JERSEY 07052

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Live Dead Indicator

LIVE

Attorney of Record

Matthew P. Hintz

(4) STANDARD CHARACTER MARK

BELIEF BASED SELLING

Mark Punctuated

BELIEF BASED SELLING

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Business services, namely, business consultation services and business management services. FIRST USE: 20170214. FIRST USE IN COMMERCE: 20170214
- IC 041. US 100 101 107.G & S: Educational and training services, namely, consulting seminars, workshops and one-on-one training in the fields of business management and business operations and distribution of course material in connection therewith. FIRST USE: 20170214. FIRST USE IN COMMERCE: 20170214

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

87307599

Filing Date

20170119

Current Filing Basis

1A

Original Filing Basis

1B

Publication for Opposition Date

Registration Number

5331764

Date Registered

20171107

Owner

(REGISTRANT) Partners in Leadership IP, LLC LIMITED LIABILITY COMPANY NEVADA 27555 Ynez Road, Suite 300 Temecula CALIFORNIA 92591

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Live Dead Indicator

LIVE

Attorney of Record

Diane M. Reed

(4) STANDARD CHARACTER MARK

SCIENCE-BASED SELLING

Mark Punctuated

SCIENCE-BASED SELLING

Translation

Goods/Services

- IC 035. US 100 101 102.G & S: Consulting in the field of sales methods, sales management, and sales improvement techniques to obtain better sales results through improved sales methods. FIRST USE: 20121206. FIRST USE IN COMMERCE: 20121206
- IC 041. US 100 101 107.G & S: Educational services, namely, conducting classes, seminars, conferences, workshops and coaching in the field of sales methods, sales management, and sales improvement techniques to obtain better sales results through improved sales methods. FIRST USE: 20121206. FIRST USE IN COMMERCE: 20121206

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number

88530760

Filing Date

20190723

Current Filing Basis

1A

Original Filing Basis

1A

Publication for Opposition Date

Registration Number

Date Registered

Owner

(APPLICANT) Hoffeld Group, LLC LIMITED LIABILITY COMPANY MINNESOTA 3300 Edinborough Way, Suite 400 Edina MINNESOTA 55435

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark

SERVICE MARK

Register

PRINCIPAL-2(F)

Live Dead Indicator

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Attorney of Record

David R. Fairbairn



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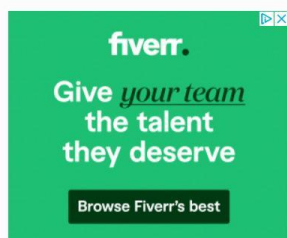
What Are Consumer Cues?

Small Business | Advertising & Marketing | Target Markets

By Neil Kokemuller



Consumer **cues**, sometimes referred to as brand **cues**, include a variety of visual, written and spoken messages that affect consumer buying behavior. When a hungry customer sees a billboard with a picture of a hamburger, for instance, he might feel compelled to exit and buy from the restaurant.



Marketing



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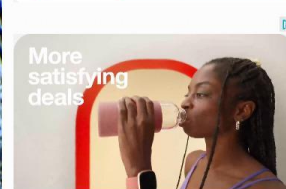
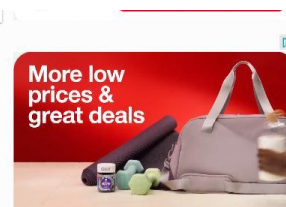


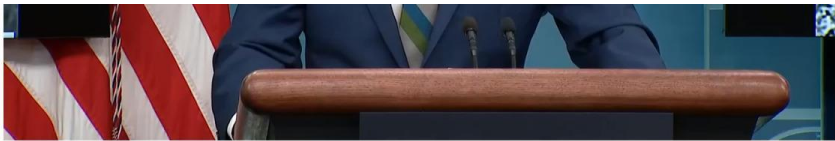
Companies use marketing to understand targeted consumers and to present impact **cues** through advertising. Market research is used to uncover the particular needs and motives of a given customer group. This helps in formulating advertising, merchandising and packaging strategies to motivate a market response and buying behavior.



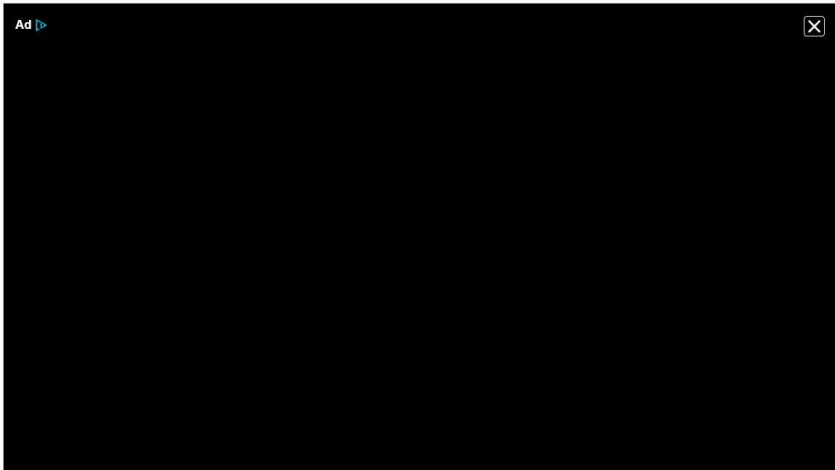
Examples

Budweiser wanted to offer consumers a cue to the freshness and quality of its products when it developed the "born-on date." This is a clever cue to remind consumers of these benefits. "Organic" has become a common term used on product packaging and in ads to cue health-conscious consumers that a brand's food products are natural or unprocessed.





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Odds of winning: 1 in 292,201,338

What Are Two Common Constraints in Marketing Problem Solving?

By Jared Lewis



Problem solving in business, in general, and marketing, in particular, is a complex process that generally requires the input of many with all seeing different sides of the same problem. Within the field of marketing, various constraints often prevent or impede problem solving, making it difficult for marketing professionals to come up with viable solutions.



Theory of Constraints

To understand the impact of common constraints on marketing problem solving, it is first necessary to understand constraints and how they are understood in the business sector. The theory of constraints posits the idea that every business process has some type of constraint. Finding and isolating that constraint is the first step in problem solving. Whether the problem be in marketing, production or otherwise, the constraint must be overcome for the problem to be solved. Once the constraint is removed or improved, then the entire problem-solving process can be improved.



Time Constraints



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Marketing professionals often work on a deadline and need to be able to put together an effective marketing plan designed to reach a large number of people in a short period of time. Time can be of the essence in technology industries where competition is fierce and manufacturers rush to get their products to the market first. This perpetual time constraint that marketing professionals face makes it difficult to solve problems in marketing because this lack of time severely limits the amount of deliberation and practical application of problem-solving skills.

Policy and Procedure

Company policy and the related procedures needed to comply with that policy often serve as a drag on the problem-solving process for marketing professionals. Policy can serve as a constraint in that it may prevent or even eliminate creative thinking that is endemic to the problem-solving process. This can lead to a tendency to not act, make random decisions or put off problems to the very last minute. All of these can cripple an organization that is dependent upon its marketing department to solve and overcome problems in reaching customers.

Overcoming Constraints

Overcoming problem-solving constraints often involves a process that requires several steps. Marketers first have to be able to identify the constraint in order to overcome it. They next must find ways to use the constraint to their advantage and then bring the constraint in line with the rest of their problem-solving procedures. This is then followed by an evaluation to determine the effectiveness of overcoming the restraint. Repeating the process may be necessary until the desired outcome is achieved.



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What Is Stereotype Marketing?

By Neil Kokemuller



Stereotype marketing is an informal concept that refers to marketing campaigns based off of generalized studies or common perceptions about behaviors and values of certain demographic groups. While companies often rely on demographic qualities to target specific customer segments, uncertain or offensive stereotypes in ad campaigns don't work and may lead to negative public backlash, something small local businesses can ill afford.



RELATED

[Difference Between Stereotyping & Market Segmentation](#)

[Types of Marketing Risks](#)

[What Is Customer Perceived Value?](#)

[Does Subliminal Marketing Work?](#)

[Difference Between Mass Marketing and Differentiated Marketing](#)

Demographic Targeting

Demographic segmentation is the most traditional and commonly used marketing strategy. It includes the use of personal traits such as age, race, gender, marital status, income, education and occupation to describe the typical customer in a market group. The purpose is to identify the primary customer group so you can conduct market research and develop promotional messages for targeted customers. Knowing the customer also helps in selecting the right media for message delivery.

Stereotype Examples

Several demographic stereotypes have played out in advertising over time. A February 2013 "Adweek" article points out the flaws in using the traditional view of the female homemaker as primarily motivated by cooking, cleaning and child care, suggesting that this stereotype doesn't fit today's culture. In an August 2009 article, marketing speaker and author

Christopher Penn notes the use of the common stereotype of extended families in ads targeting people in the Hispanic culture.

Business Motives

The line between demographic targeting and stereotyping is very thin. In fact, most companies using marketing attempt to define their typical customer as much as possible. The most effective promotions resonate with the audience. However, effective marketing also means thorough research. You can't just rely on one study or make assumptions about previous values and interests of people that may not hold true. Effective ads should have an individualized message that speaks directly to the needs and interests of the people in your market.

Challenges

A challenge for small businesses is that the cost of market research to better define markets and individual needs is expensive. Delivering an impactful ad without offending is a delicate matter as well. You need to maximize your marketing investment to reach as many people as possible but within an efficiently defined marketplace. This helps avoid wasted investments. Individually focused direct mail campaigns or more niche ads in local newspapers and radio may help avoid stereotyping, which often results in more mass appeal campaigns.



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: the letter *q*


cue

2 of 5 **noun (2)**

1 **a** : a signal (such as a word, phrase, or bit of stage business) to a performer to begin a specific speech or action
That last line is your **cue** to exit the stage.

b : something serving a comparable purpose : [HINT](#)


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I'll take that yawn as my **cue** to leave.

- 2 : a feature indicating the nature of something perceived
The expressions on people's faces give us visual **cues** about their feelings.
- 3 **archaic** : the part one has to perform in or as if in a play
- 4 **archaic** : **MOOD, HUMOR**

cue 3 of 5 verb (1)

- 2 : a feature indicating the nature of something perceived
The expressions on people's faces give us visual **cues** about their feelings.
- 3 **archaic** : the part one has to perform in or as if in a play
- 4 **archaic** : **MOOD, HUMOR**

cue 3 of 5 verb (1)

cued; cuing or cueing

transitive verb

- 1 : to give a **cue** to : **PROMPT**
cued the band to begin
- 2 : to insert into a continuous performance
cue in sound effects

cue 4 of 5 noun (3)

- 1 **a** : a leather-tipped tapering rod for striking the **cue** ball (as in billiards and pool)
b : a long-handled instrument with a concave head for shoving disks in shuffleboard
- 2 : **QUEUE sense 2**

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Words Named After People



Namesake of the *leopard*, Jules Léotard had what

cue 5 of 5 verb (2)

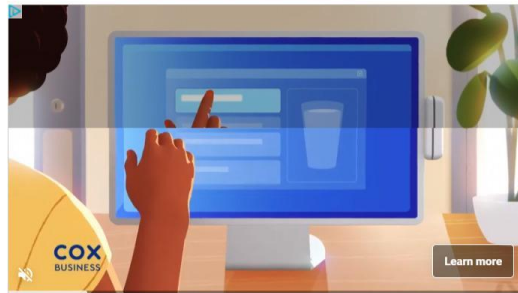
cued; **cu**ing or **cue**ing

transitive verb

- 1 : **QUEUE**
- 2 : to strike with a **cue**

intransitive verb

- 1 : **QUEUE**
- 2 : to use a **cue**



Synonyms

Noun (2)

- | | | |
|---------|------------|------------|
| clue | hint | indication |
| inkling | intimation | lead |

profession?

Surgeon

Judge

Firefighter

Acrobat



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suggestion

Noun (3)

- column
- file
- line
- queue
- range
- string
- train

See all Synonyms & Antonyms in Thesaurus >

Word History

Etymology

Noun (1)

Middle English *cu* half a farthing (spelled form of *q*, abbreviation for Latin *quadrans* quarter of an as)

Noun (2) and Verb (1)

probably from *qu*, abbreviation (used as a direction in actors' copies of plays) of Latin *quando* when

Noun (3) and Verb (2)

French *queue*, literally, tail, from Old French **cue**, *coe*, *queue*, from Latin *cauda*

First Known Use

Noun (1)

circa 1755, in the meaning defined [above](#)

Noun (2)

1553, in the meaning defined at [sense 1a](#)

... ..

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Verb (1)
1922, in the meaning defined at [sense 1](#)

Noun (3)
circa 1749, in the meaning defined at [sense 1a](#)

Verb (2)
circa 1784, in the meaning defined at [transitive sense 1](#)

Time Traveler

The first known use of **cue** was in 1553
[See more words from the same year](#)

Phrases Containing cue

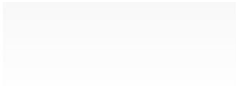
- cue ball
- take a/one's cue from
- right on cue
- cue card
- on cue
- As if on cue


Articles Related to cue



Absent Letters That Are Heard Anyway

They aren't seen but they



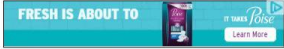


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they aren't seen and they
are heard



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Dictionary Entries Near **cue**

Cudworth

cue

cue ball

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Kids Definition

cue

1 of 3 noun

'kyü

- 1 : a word, phrase, or action in a play serving as a signal for the next actor to speak or do something
- 2 : something serving as a signal or suggestion : [HINT](#)

cue

2 of 3 verb

cued; cuing

: to give a **cue** to

cue

3 of 3 noun

- 1 : a tapering rod used in playing billiards or pool
- 2 : [QUEUE entry 1 sense 2](#)



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Medical Definition

cue noun

'kyü

: a minor stimulus acting as an indication of the nature of the perceived object or situation

| foreshortened lines in the picture are **cues** to depth perception

More from Merriam-Webster on **cue**

Nglish: Translation of **cue** for Spanish Speakers

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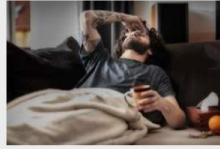
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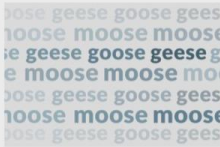
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One goose, two geese. One moose, two... moose. Wh...



Irregardless

It is in fact a real word (but that doesn't mean ...



Bring vs. Take

Both words imply motion, but the difference may b...



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Which Came First?

"Leggings" or "mom jeans"?
"Chillax" or "dumpster..."

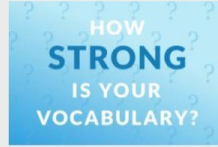
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Definition

verb

noun (1)

noun (2)

Synonyms

Example Sentences

Word History

Phrases Containing

sell 1 of 4 verb

'sel

sold 'söld ; selling

transitive verb

- 1 : to deliver or give up in violation of duty, trust, or loyalty and especially for personal gain : **BETRAY** → often used with *out*
sell out their country
- 2 a (1) : to give up (property) to another for something of value (such as money)
(2) : to offer for sale



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d : to give up in return for something else especially foolishly or dishonorably

| *sold* his birthright for a mess of pottage

c : to exact a price for

| *sold* their lives dearly

3 a : to deliver into slavery for money

b : to give into the power of another

| *sold* his soul to the devil

c : to deliver the personal services of for money

| *sold* his birthright for a mess of pottage

c : to exact a price for

| *sold* their lives dearly

3 a : to deliver into slavery for money

b : to give into the power of another

| *sold* his soul to the devil

c : to deliver the personal services of for money

4 : to dispose of or manage for profit instead of in accordance with conscience, justice, or duty

| *sold* their votes

5 a : to develop a belief in the truth, value, or desirability of : gain acceptance for

| trying to *sell* a program to the Congress

b : to persuade or influence to a course of action or to the acceptance of something

| *sell* children on reading

6 : to impose on : **CHEAT**

7 a : to cause or promote the sale of

| using television advertising to *sell* cereal

b : to make or attempt to make sales to

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Challenging Words You Should Know

GRE

Often used to describe

c : to influence or induce to make a purchase

8 : to achieve a sale of
| *sold* a million copies

intransitive verb

1 : to dispose of something by sale
| thinks now is a good time to *sell*

2 : to achieve a sale
also : to achieve satisfactory sales
| hoped that the new line would *sell*

3 : to have a specified price

• **sellable** ('se-lə-bəl) adjective

sell 2 of 4 noun (1)

1 : a deliberate deception : **HOAX**

2 : the act or an instance of **selling**

3 : something to be sold or caused to be accepted
| the new mystery novel was an easy *sell*
also : someone to whom something is sold
| the new purchasing agent was a tough *sell*

sell 3 of 4 noun (2)

'sel

variants *or* **selle**

archaic



"the march of time," what does *inexorable* mean?

Relentless

Slow

Unpredictable

Swift



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THE OXFORD
: **SADDLE**

sell 4 of 4

chiefly Scottish variant of **SELF**

Phrases

sell down the river

: to betray the faith of

sell short

1 : to make a short sale

|

2 : to fail to value properly : **UNDERESTIMATE**



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Synonyms

Verb

deal (in)

market

merchandise

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merchandize put up retail
vend

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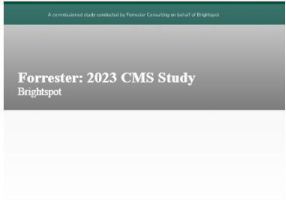
Verb

- He buys and remodels houses and then *sells* them at a profit.
- Stock prices are increasing, so now is a good time to *sell*.
- Only a few stores *sell* that type of equipment.



• Word History

Etymology



ETYMOLOGY

Verb
Middle English, from Old English *sellan*; akin to Old High German *sellen* to sell, Greek *helein* to take

Noun (2)
Middle English *selle*, from Anglo-French *sele*, from Latin *sella* — more at [SETTLE](#)

FIRST KNOWN USE

Verb
before the 12th century, in the meaning defined at [transitive sense 1](#)

Noun (1)
1838, in the meaning defined at [sense 1](#)

Noun (2)
15th century, in the meaning defined [above](#)

TIME TRAVELER

The first known use of *sell* was before the 12th century
[See more words from the same century](#)

PHRASES CONTAINING *sell*

sell one's soul (to the devil)	cross-sell	sell out
sell a bill of goods	sell-by date	hard sell
sell down the river	sell short	sell a pup

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Articles Related to *sell*



A Spiel on 'Sale' and 'Sell'

What can we do to put you in a new usage article today?



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Selkup

sell

sellaite

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Kids Definition

sell *verb*

'sel

sold *'sɒld* ; **selling**

1 : to betray a person or duty → often used with *out*

2

: to exchange in return for money or something else of value

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2 **v** : to exchange in return for money or something else of value
| *sell* groceries

3 **a** : to develop a belief in the truth, value, or desirability of
| trying to *sell* a program to Congress

b : to bring around to a favorable way of thinking
| tried to *sell* the children on reading

4 **v** : to achieve a sale
also : to achieve satisfactory sales
| hoped that the new car would *sell*

5 **v** : to be sold or priced
| these *sell* for a dollar apiece

• **seller** *noun*



Legal Definition

sell *verb*

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sell verb

sold; selling

transitive verb

- 1 : to transfer ownership of by sale
→ compare [BARTER](#), [CONVEY](#), [GIVE](#)
- 2 : to offer for sale

intransitive verb

- : to dispose of something by sale : make a sale
→ compare [DONATE](#)

seller noun

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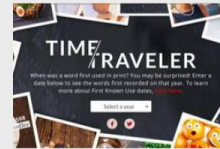
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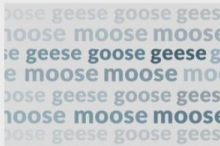
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One goose, two geese. One moose, two... moose. Wh...



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It is in fact a real word (but that doesn't mean ...



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Both words imply motion, but the difference may b...



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"Leggings" or "mom jeans"?
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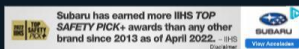
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based

1 of 2

adjective

'bāst

: having a specified type of [base](#) or [basis](#)a soundly *based* argumentI realized that his technique was psychoanalytically *based*.

— Robert Klitzman

→ often used in combination

oil-*based* paintsa fact-*based* narrative

based

2 of 2

past tense and past participle of [BASE](#) [entry 2](#)

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→ often used in combination
oil-*based* paints
a fact-*based* narrative

based

2 of 2

past tense and past participle of [BASE](#) entry 2



Example Sentences

Recent Examples on the Web

Adjective

Some researchers express hope that this rising aggressiveness may thwart — or at least deter — some foreign-*based* influence operations from meddling in future U.S. elections.

— *Washington Post*, 25 July 2019

| The sheer number of groups nurtured with Mrs. May's money — dozens over four

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• people 6 years of age and older with moderate to severe plaque psoriasis that involves large areas or many areas

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 Often used to describe

decades — played an important role in the success of the anti-immigration movement by giving it the appearance of broad-based support.

— Nicholas Kulish, *New York Times*, 14 Aug. 2019

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Word History

First Known Use

Adjective

1800, in the meaning defined [above](#)

Time Traveler

The first known use of *based* was in 1800

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“the march of time,” what does *inexorable* mean?

Relentless

Swift

Unpredictable

Slow



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Phrases Containing *based*

zero-based

broad-based

broadly based

plant-based

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based

[base elbow](#)

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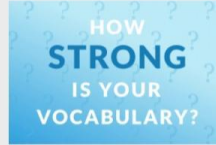
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An Introduction to Activity-Based Selling

July 17, 2016



When you hear the word “selling,” closing a deal might be the first thing to come to mind. While this mindset makes sense at first – we all need to make money – you need to focus on doing the opposite.

money – you need to focus on doing the opposite.

In activity-based selling, you keep your focus on the actions that make a sale happen, rather than the close of the sale itself, operating on the knowledge that you'll get better sales results by completing key steps with a prospect.

Notice, I did not say forget about results. But the foundation of activity-based selling lies in resisting the temptation to make results your focus.

Think of it as a marathon. At the start of the race, you know your goal: make it to the finish line in the shortest amount of time. But in an activity-based approach, once you start running, you don't focus on the finish. Instead, you concentrate on what you're doing at the moment. How quickly you're running. How well you're breathing. How often you swig water.

Yet your goal is in the back of your mind, and it stays there.

This is the core mental shift you need to make.

Why it works so well

The constant uncertainty, frequent rejection... *and* worries over quotas... *and* reliance on commissions to pay your bills... *and* the conflicting desire to spend time with your loved ones... can eat away at you.

Activity-based selling helps turn all of this around by putting you in control. It allows you to build a more desirable life – while simultaneously boosting your closure rate.

Typically in sales, even if you do everything right, most of the time you will face failure. This is because the result you're looking for is entirely out of your control. You simply cannot control whether someone will decide to buy, or when.

But you can decide for a set period, perhaps a month, that you're going to follow a system you've established and focus on your own actions. When you do this, you suddenly find yourself more productive. All great achievers do more of the things that ultimately lead to the sale – the best salespeople, for instance, speak to many more prospects than they have buyers.

8 steps to build an activity-based plan

In changing how you operate, it's critical to design your process around simple, concrete steps you can take, *even when it looks like nothing is coming your way.*

1. Understand your goals. This might seem counterintuitive: “Isn't the whole point not to fixate on the goals?” Yes. But you need to know what your goals are from the start to decide what specific actions to take to achieve them.

2. Know your “why.” Determine the personal meaning behind your goals. Certainly, there's the need to make money to pay the bills. But there's often something deeper at work as well. Dig into that.

3. Map your successes. Take a good, hard look at the times you have been successful.

Look for commonalities in your actions when you were successful. List them. When salespeople do this, they often find themselves saying: “Wow, that's my process.”

4. Tap action resources. It may be helpful to research some of the most successful **sales management** techniques, which can offer excellent ideas to experiment with, even as a salesperson. But don't assume that other people's techniques will work for you – no matter how senior – nor give up on the actions that are already working for you.

5. Calculate your action metrics. Use the figures you have in front of you. You know what your goals are. You should know your KPIs. You should know the steps to keep your KPIs on track. And you have to be able to track, analyze and compare data, in a convenient and accessible way.

6. Set weekly and daily action metrics. This is a crucial step to make sure your goal is realistic. While it's good to be ambitious, it's also essential to make sure you can carry the load each day.


7. Take stock. At the end of each week, look back at those metrics. Treat yourself, even in some small way, to celebrate the metrics you achieved. And be honest with yourself about those you missed, so that you can rebound.

8. Evolve. The pace at which this new approach starts working is different for every person, depending on their style, ambition, potential, and other factors. But after a while, you should start to recognize that things are moving along better than before.

More prospects are entering the pipeline. More deals are progressing. More sales are happening.

Then, you'll start to ask more of yourself. You'll calculate and recalibrate your action metrics higher to make it happen. And it will. This is true not just in sales, but in everything. You evolve and improve through commitment to your goals – and that starts with committing to the action in front of you.

By being aware of your actions and having a plan, you'll equip yourself to thrive as a salesperson. And when you master activity-based sales, you'll put yourself on the best possible track to success.



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Defining Needs [Based Selling](#)



Needs **based selling**, sometimes called **consultative selling**, is the act of understanding the customer's goals and challenges and then positioning the product or service in a way that addresses those specific needs. Therefore, needs **based selling** means asking questions that surface the customer's objectives.

This approach is in contrast to transactional selling in which the sales professional merely connects the customer to the solution. In such an approach sales professionals often initiate the conversation by listing features and benefits without first understanding which of those capabilities will resonate with the customer.

In recent years needs **based selling** has emerged as the most effective approach to winning the sale because it is suited to the increasingly nuanced set of needs customers have today. Similarly, as solutions become more complex a needs based approach is appropriate because it informs the sales professional about which aspects of the solution are most relevant in the sales conversation.

Embracing a needs based sales methodology means committing to a core set of principles.

Here we explain those three principles.

Needs **Based Selling** is Customer-Centric

Adopting a customer-centric approach means keeping the focus on the customer. For many, it is a natural instinct to advocate for the solution early and often. This tendency, however, is misguided. Placing the focus on the product or service means losing opportunities to learn more about the customer, their needs and the concerns of the other stakeholders. It is only through a consistent exploration of these needs that a sales professional will discover the path to the sale.

Customer-centricity is more than a strategy. It is a mindset. The most effective sales

- Needs **Based Selling** is Customer-Centric

- Needs **Based Selling** is Insightful

- Needs **Based Selling** is Agile



- Needs **Based Selling** is Insightful

- Needs **Based Selling** is Agile



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professionals are genuinely curious about their customers. They want to understand the customer's underlying needs, their long-term aspirations, and their perceived risks.

An exploration of customer needs is also an exercise in building trust. Customer-centric questions underscore the sales professional's authenticity by demonstrating that the sales professional has the customer's interests at the fore of their thinking. Simply, questions define the sales professional's presence as one of shared commitment to the customer's challenges.

Needs Based Selling is Insightful

Insights are a primary tool of the needs based sale because sales professionals earn the right to ask deeper questions by delivering meaningful insights to customers. Moreover, insights demonstrate a grasp of the customer's core needs and the ability of the sales professional to think critically about the challenges at hand.

Additionally, the ability to deliver insights gives the sales professional the chance to rise to the level of a trusted advisor. Unlike an ordinary solution provider, a trusted advisor is an expert the buyer seeks during a period of change. A trusted advisor does more than transact business — they help diagnose the problem and are viewed as a source of guidance. Inhabiting this role requires the sales professional to assert a point of view because they must navigate and, ultimately, reshape the customer's thinking. They must widen the customer's purview, revealing the full scope of risks and opportunities. Doing so means generating insights that are relevant.

Offering relevant insights is challenging because it requires the sales professional to develop a wide foundation of knowledge about the customer. Therefore, it is important to research the customer's business before any conversation. This approach allows the sales professional to use the valuable time with the customer as an opportunity to ask questions that cannot be satisfied with research. The answers enable the sales professional to form insights.

Needs Based Selling is Agile

Needs based sales professionals adopt an agile approach that can track and adapt to

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changes in the buying journey. These sales professionals leverage the right skills at the right time while seamlessly shifting between capabilities. What makes this flexible approach so effective is that it resonates with the customer's cadence. Businesses today strategize at an accelerating pace.

Agility allows for a long-term approach in which the buyer/seller relationship is strong enough to offer opportunities to grow into the buyer's additional, unserved needs or, "white space." A sales professional might discover that their solution fits the needs of another division. Or, they might discover that other solutions can address challenges that surface late in the sales cycle. The customer's white space is a powerful way to capitalize on front-loaded selling efforts. The key to expanding the sale in this way is to spend time with the customer and track their changing needs.

Agility in selling is what keeps the solution relevant. As more decision-makers exert influence on the purchasing decision the buying journey follows a more twisting path. As a result, agility is an increasingly crucial skill for success in today's environment.

Needs **based selling**, in its simplest form, is the act of serving a customer's needs. This approach, however, transcends customer service, because the sales professional is delivering a customized solution that connects to the customer's individualized needs.

Committing to a needs based sales approach means being customer-centric in both words and actions while delivering meaningful insights and remaining agile throughout the buying journey.



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Value-Based Selling: What It Is, How to Use It, and 3 Examples

JUNE 14, 2022



JEREMY COLLIER





For as long as people have been trading, there has been marketing and sales strategy. But as times change and customers wise up, the way to effectively sell a product or service is constantly evolving.

Today's customers have access to tons of information but are often jaded by past buying experiences. Value-based selling has emerged as an effective way to build trust and achieve sales with modern customers.

The value-based selling framework is designed to provide value to the potential customer at every stage of the sales cycle, building trust and increasing buyer confidence and loyalty. In a longer sales cycle, value-based selling can help buyers make sense of endless information and see why they should choose your product or service over all others.

This article will cover what value-based selling is and how to use the value-based selling framework, as well as give real-world examples of successful value selling.

Table of contents:

- [What is value-based selling?](#)
- [The value-based selling framework](#)
- [Value-based selling examples](#)
- [The value of value-based selling](#)

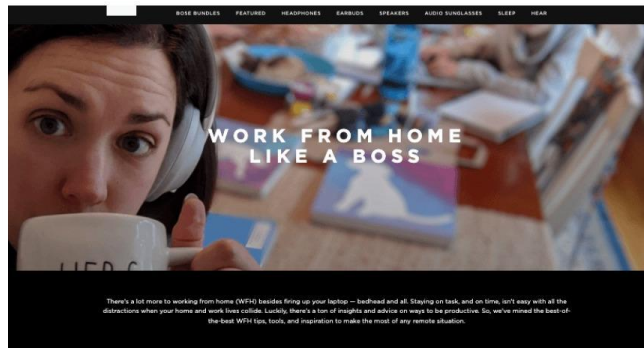
What is value-based selling?

Value-based selling is a sales framework that prioritizes providing meaningful value to the prospective customer at every stage of the buying journey. It's closely linked to the consultative approach because both strategies pose the sales rep or marketer as an advisor helping the customer make the best choice.

Building trust is a huge component of value-based selling. Each time you provide information, insight, or some other value, you build trust, a component that makes a massive difference in a sales conversation.

For smaller transactions or shorter sales cycles, value selling might occur over just one or two interactions. In this case, you provide value by understanding the problem customers seek to solve and present a solution.

For example, Bose sells noise-canceling headphones, but their message is all about the value you get out of them — the quiet and focus that allows you to work in a distracting environment.



Bose Homepage (Image Source)

According to Gartner, for longer sales cycles or larger commitments (like a SaaS

contract), value-based selling methods help customers develop trust in you and the information they encounter, crucial factors in closing the deal.

The other key element of value-based selling is that the focus is always on what value you provide to the customer when talking about your product or service.

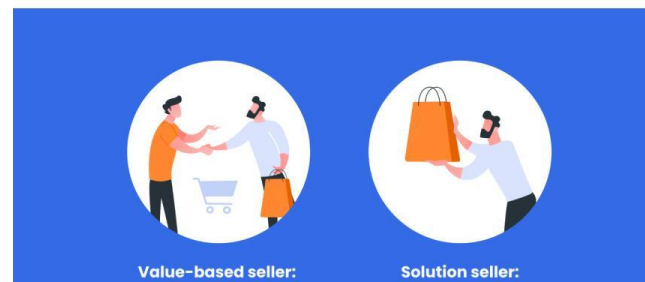
For instance, you may be the best in one feature or use case. In a more traditional sales pitch, you might discuss how your product is the best in this feature. But if you are value selling, you instead focus on product features that the buyer will use and benefit from.

For example, if you are selling desserts, it doesn't matter how good your ice cream is if the customer is lactose-intolerant. You should focus on products that they can enjoy because that provides value to them.

Value-based selling vs. solution selling

At first glance, value selling might sound similar to solution selling, but they differ in significant ways. Solution selling focuses on the solution (your product or service). In this approach to sales, you are ultimately an advocate for your product.

On the other hand, value selling focuses on providing value to the customer throughout the process of finding their solution. In this framework, you become an advocate for the customer.



Value-based seller vs. solution seller

While solution selling does acknowledge that the customer is trying to solve a problem, it doesn't build the same trust as value-based sales.

Why is value-based selling important?

Customers are jaded and suspicious of salespeople and advertising. The value-based sales approach builds much-needed trust and helps buyers overcome their doubts and fear of change.

It may feel like you are giving and giving without receiving, but your help will come back to benefit you. Along with building trust, value selling also taps into the psychological [concept of reciprocity](#), which influences people to want to help someone who helped them.

Above all, however, value-based selling matters because it helps you close more business. IDC found that implementing value selling at a cloud-based software company improved new customer close rates by [70%](#) and boosted upsell close rates.

The value-based selling framework

Because your focus is on the needs and wants of the customer, value-based selling may look different depending on who you're selling to. The good news is that there is a general value selling framework that you can apply to almost any situation.

Step 1 – Understand your customer's

problem

Value selling is all about centering the customer's experience. This begins with a deep understanding of their needs and concerns. Therefore, your first step to effective value selling is researching what they want. Your research can include industry surveys and news coverage, but the most valuable insights will come from talking to real customers (and potential customers).

The details of your customer interviews will depend on your business, but here are a few sample questions to get you started.

- What is the most important problem for you to solve?
- What is this problem holding you back from accomplishing?
- How does this problem affect you personally?

To further develop your ability to provide value, use this research as a first step in creating [buyer personas](#).

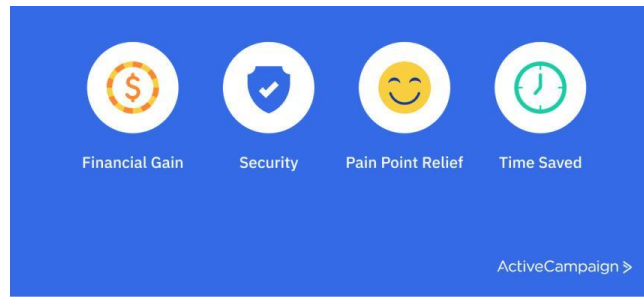
Step 2 – Identify your value and unique selling proposition

Once you understand what the customer wants and needs, your next step is to identify how your business can answer these wants and needs. What kinds of value does your solution offer the customer? For example, a dog-walking service saves the customer time and energy and provides peace of mind.

These are some of the most common types of value that businesses provide:

- Relief from a pain point
- Time saved
- Financial incentives (increased revenue, savings, etc.)
- End-user value (if you're in the B2B space, this is the value your product enables them to pass on to their customers)
- Security value

Types of Value for Customer



Types of value for customers

When you've identified what specific value your company provides, you can turn it into a unique value proposition (UVP). Sometimes called a unique selling proposition (USP), this is simply a statement that tells customers why they should use your solution over others. How is the value you provide different and better than your competitors?

Step 3 – Offer value upfront

Now that you know your customer's problem and the value your company offers, it's time to start delivering value. This should begin before the customer makes a purchase decision.

What value can you offer before the customer buys your product? Information, insights, and other tools to help the customer understand and begin to solve their problems. This can take the form of blogs, videos, podcasts, calculation and diagnostic tools, and more.

If this strategy sounds familiar, that's because it is the core of [content marketing](#). Many businesses, especially software-as-a-service (SaaS) companies, offer gated content that educates and aids potential customers.

To exchange for their email address, the potential customer gets valuable content


With their contact information, you can use email marketing and marketing automation to move leads down the sales funnel.

Step 4 – Communicate the value of your product

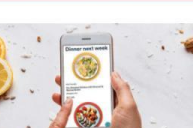
Now that you've built some trust with the prospective customer by providing value before the sale, it's time to begin selling your product or service *based on its value*. Since you've already identified your value (in step 2), your job now is to communicate that value in a way that resonates with the potential customer.

The goal here is to show the potential customer that you understand their needs and illustrate that your business can solve their problem and provide additional value.

For example, [Gobble](#) is a meal delivery service. Their target audience is busy families who want to share wholesome meals but struggle with time and cost. Their 'How It Works' page spells out exactly which time-consuming tasks Gobble's service takes off the customer's plate.


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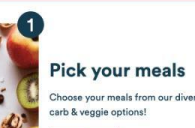


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2



We do the work

Our team of chefs prepare the fresh ingredients – no more chopping, measuring, or sink full of dishes!

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By this point, you are actively trying to make the sale and acquire the customer. Your content should feature clear calls to action that make it easy for people to make a purchase. In the case of Gobble, the 'Get Started' buttons are provided in a contrasting color to the page background.

Step 5 – Continue providing value after the sale

Even when the contact becomes a customer, it doesn't mean you should stop providing value. By offering guidance, support, and other value, you will build further trust with the customer, leading to greater [customer loyalty](#) and increased lifetime customer value.

A few ways to provide value after the sale are:

- Product updates and user training
- Discounts and special promotions
- Helping customers connect with each other for shared learning and community

The principles of value-based selling

These basic steps to value-based selling will help you apply this strategy to your business. There are also several fundamental principles that you should remember at every stage of the process. You're well-positioned to provide consistent value to potential customers with these ideas in mind.

- **Research and listen.** Let customers tell you what they care about and what they want. Seek out feedback and listen carefully when you get it.
- **Be a consultant, not a salesperson.** When you prioritize the [customer's needs](#) and help them navigate their problems, you build a relationship without pressuring them to make a buying decision.
- **Always be relevant.** Focus on the customer's concerns, not your talking points. You should

always be ready to answer, “why does this matter?”

Focus On Value-Based Selling

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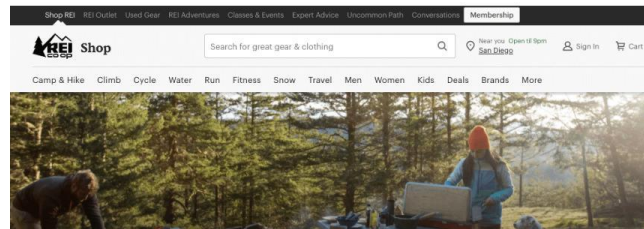
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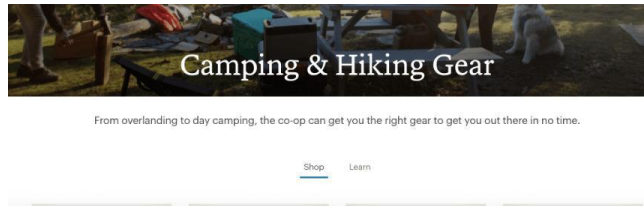
Value-based selling examples

Let's walk through a few examples to show how the value-based approach applies in different industries. In each use case, the company delivers value or effectively communicates the value they provide.

REI

REI, a retailer for outdoor activities like camping and hiking, doesn't only use its website to pitch products. Right next to the Shop tab is the Learn tab, where customers can get tips and other information to help them enjoy the outdoors.





REI website with image and headline (Image Source)

REI educates customers about different camping supplies to help them decide what they need and what they should buy.

Shop REI | REI Outlet | Used Gear | REI Adventures | Classes & Events | Expert Advice | How to Buy | Community | Membership


Expert Advice Search for great gear & clothing How to Buy Open 14 Days Sign In

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How to Choose Sleeping Pads

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Sleeping pads play two very important roles for getting a solid night's sleep in the great outdoors: cushioning and insulation. While it might seem like having a comfortable surface to sleep on is a pad's most useful function, its ability to keep you warm throughout the night is often more important.

Here's how to choose a sleeping pad for camping or backpacking:

- **Types of sleeping pads:** Learn about the three basic types of pads and how they perform, as, self-inflating and closed-cell foam.
- **Intended use:** Decide which activity your pad is for: backpacking, car camping, winter camping, etc.
- **Warmth (R-value):** A pad's ability to resist heat loss to the ground is measured as R-value—higher R-values are warmer.
- **Sleep system:** Being comfortable at a particular temperature depends on many other variables, including the temperature rating of your sleeping bag. Correctly pairing your pad and bag in your sleep system is key to staying warm.

• **Features:** Decide which other features are most important to you: weight, cushioning, size, inflation ease and more.

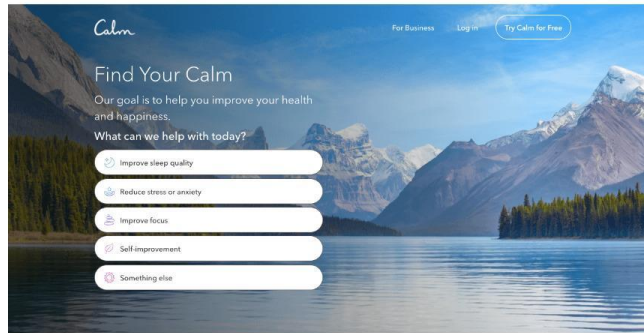
Try them in person: To make your final decision, try to visit your local REI and test a few different pads. Lie down in your typical sleeping position and move around as you normally would. Seeing pads in person also allows you to easily assess weight and packed size.

REI blog post with hero image and text ([Image Source](#))

Cut down on the back and forth with our **FREE** content marketing templates!

Calm

Calm is an app for meditation, relaxation, focus, and more. Before asking the user to make a purchase or even download the app, Calm asks the user what they hope to gain from the app. They directly ask what the user values and wants to achieve.



Calm app website with navigation buttons ([Image Source](#))

Your Income Space

Your Income Space's mission is to teach people how to build wealth by creating profitable income streams using the resources they already have. From the first moment on their website, Your Income Space communicates the value they provide:

income streams and greater financial control and freedom in your life.



Your Income Space website with hero image and headline (Image Source)

Their business uses [ActiveCampaign](#) to tag email contacts based on their behavior, which allows them to send the educational content that's most relevant to each contact's interests. This type of marketing and email automation is a powerful way to continuously provide the kind of value prospects want.

These companies use interactions with customers to better understand their needs and provide valuable information.

The value of value-based selling

Today's customers know they're being marketed to. They want you to cut to the chase and provide them value from the very first interaction.

Whatever your industry, value selling demonstrates that you understand your customer's experience and helps build the trust that ultimately leads to the sale.

The value-based selling approach can be especially powerful when combined with marketing automation to deliver relevant content. If you want to implement value selling across your email and other digital channels, start with [this guide](#).

setting across your emails and other digital channels, start your [free trial with ActiveCampaign](#).



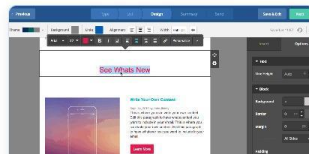
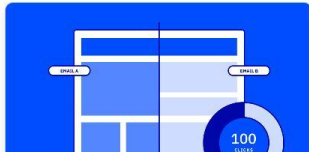
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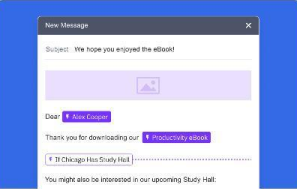
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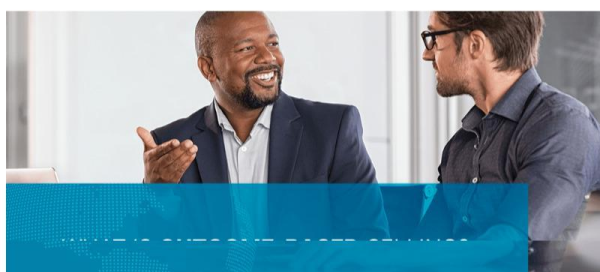
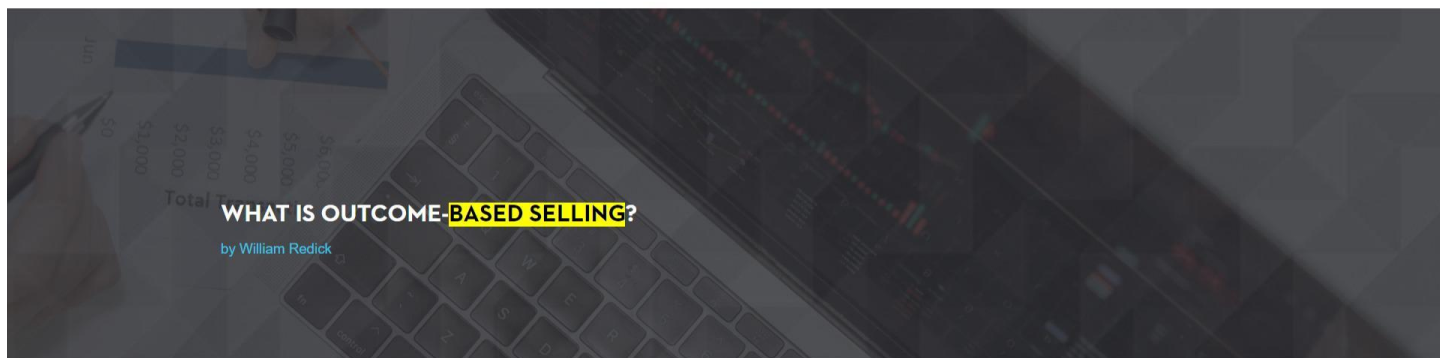
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The world of sales is layered and has many forms. While we may think about sales in its simplest

terms as a company selling a product or service to a client, this process is often much more complex than it first appears. To be an effective salesperson, you must be strategic in your planning and execution, focusing on customer outcomes vs. your products or services.

Of course, it is important to inform customers about your product or solution's unique features, but that is not what will create an urgency to act. People make decisions for two reasons – to avoid a risk or to achieve an outcome. Your sales dialogue has to target what is most important to them so they can visualize the advantages that are available through a partnership with your company.

What Is Outcome-Based Selling?

Outcome-based selling ensures the customer's desired outcomes are the focus of the conversation. This is true when targeting a new prospect, and it is even more true when seeking to retain or expand an existing relationship through upselling and cross-selling.

A customer-focused mindset will increase conversions while building lasting and meaningful relationships with clients, making them more likely to think of your product or service again in the future. An important aspect of outcome-based selling is delivering customized experiences to ensure customer success.

For outcome-based selling to be successful, you must determine the key outcomes that the client must achieve. The difference between outcome-based selling and traditional selling is determining the customer's priorities instead of communicating the features of your solution and the benefits to the buyer.

Outcome-based selling requires all sales team members to have a customer-focused mindset to determine how to best help a current or potential client succeed during and after the sales process. When you take the time to understand the customer's priorities, you will be much more likely to enhance the customer's experience and create the urgency to act, and act now.

Building meaningful
relationships with customers



can increase customer loyalty, improving the chances a client will purchase from your company in particular.

Benefits of Outcome-Based Selling

The purchasing process continues to evolve with changing buyer behavior and Key Performance Indicators (KPIs). An effective salesperson stays up-to-date with these trends, prioritizes customer needs and offers innovative solutions. Outcome-based selling helps clear up ambiguity and ensures customers get the greatest value from their decisions. Outcome-based selling puts sales teams in a position to:

- **Increase customer loyalty:** Outcome-based selling is built on the ability to draw out and demonstrate an understanding of the customers' true needs. These interactions are a great opportunity to strengthen the relationships between a customer and a company. Building meaningful relationships with customers will increase customer loyalty and improve the chance a client will purchase a full solution from your company. Most customers prefer buying from a person that they know and trust.
- **Improves business value:** Because the customer is at the forefront of the purchasing journey, you can shift the customer's perspective from cost to value and ROI. By focusing on needs and outcomes you are better able to co-create the optimal solution to ensure success. As a result, your value as a business is highlighted and commitment is strengthened.
- **Close deals faster:** Outcome-based selling helps a salesperson close better deals faster, increasing revenue and efficiency often while increasing margins. Focusing on customer needs enables you to present a customized solution, which is much more likely to lead to a successful conversion. With deals closing faster, your company can focus on growing its customer base.
- **Encourage spending from existing customers:** Outcome-based selling can also help you encourage existing customers to make another purchase or upgrade their current one, depending on your business model. An existing customer already uses some of your solutions

depending on your business model. An existing customer already uses some of your solutions, meaning they are more likely to make another purchase with your company if they are satisfied with the relationship, their customer experience and the ROI achieved. Outcome-based selling will help your company create even more value for existing customers.

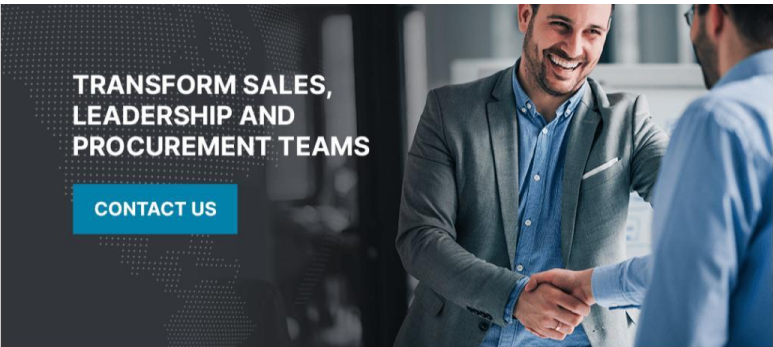
- **Align practices with consumer outcomes:** Many customers seek value-based outcomes that are quantifiable and sustainable. Outcome-based selling creates the confidence that they will receive maximum value – at the right price.

How to Get Started With Outcome-Based Selling

If you are looking to implement outcome-based selling initiatives, consider these important steps:

- **Identify your demographic:** The first step to any successful sales initiative is understanding your target audience. With outcome-based selling, your customer base will be both new and existing customers. You can filter your demographic base using relevant criteria, such as priorities, industry or changes in the marketplace.
- **Understand your customers' goals:** Another important aspect of identifying your target audience is understanding your customers' goals. An effective salesperson uses empathy to understand what a client may be feeling or thinking and leverages this information to align a solution with customer goals. Active listening will help you and your buyers realize the full depth and breadth of their needs.
- **Customize a solution:** Outcome-based selling helps you establish and prioritize the customer needs and outcomes which then enables you to co-create a solution tailored to the client's needs and goals. Assessing which elements can help your customer achieve their goal is a fundamental step of this process.
- **Present an outcome:** As the sales process progresses, expanding the business, technical and personal need-set allows you to tell a story of success to the buyer. While presenting a possible solution your company offers, highlight your knowledge of the customer's needs and show them you have created a custom solution for their goals.
- **Follow up with a customer:** After securing a sale, it is important to follow up with them. Regularly checking in can ensure your client is fully utilizing the solution and will strengthen your relationship.





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Michael Galang
Account Development Executive at American Express
Toronto, Ontario, Canada
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 American Express
 Centennial College








About

a RIBO Licensed Insurance professional with a proven track record in sales and customer relationship management through different financial responsibilities, I seek to further build on my years of experience in consultative relationship management and cue-based selling techniques.

Skills and Strengths

- Nearly 16+ years of customer banking experience with emphasis in Sales and meeting team and company targets through Relationship Management and Customer experience
- Continuously improve on key selling skills, including building rapport, understanding customer needs,

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Toronto, ON
-  **Gabriel Helbig**
Director, Account Development - SME International Card Services at American Express
Ajax, ON

handling objections, and closing sales

- Proven track record of superior performance through above-quota results via consistently meeting and achieving sales targets, team targets and productivity metrics and goals for customer contacts and selling times.
- Mastery in generating opportunities for cue-based sales through piquing customer interest by way of well-rounded knowledge of benefits of products/services and product offerings, handling objections and closing sales.
- Strong background in consultative selling, cold calling, lead generation and in identifying value-added opportunities for clients
- In-depth knowledge of Canadian/American payment, accounting, transportation and insurance industry with demonstrated ability to engage with personal, business owners and corporate client executives.
- Achieved 200% Sales target at American Express
- Generated 180 leads per quarter and achieved 125% of target by capitalizing opportunities to increase sales, revenue and cross sell with existing customer calls at TD Meloche Monnex.

Activity



Great interview by the Financial Post with ADP's @Heather Haslam. Always inspiring to see our Workplace Insights Surveys covered by the media and...

Liked by Michael Galang

Privileged to be an all star for 2 years in a row. Thank you to the best organization TD #puntacana2018 #banff2017 #tdinsurance to...

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Don has helped hundreds of kids play hockey. That deserves a huge thank you. #TDThanksYou

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Tharshan Sooriyakumaran
Senior Business Development Executive
at American Express
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Stephanie Lee
Assistant Marketing Manager @
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Creator
Metro Manila



Michael Galang
E2E Solution Architect - CTO Group



Michael Galang
SVP & Chief Information Officer at
Catholic Health System
Buffalo, NY



Jon Michael Galang
Mechanical Engineer
Central Luzon, Philippines

Experience



Account Development Executive

American Express

Jun 2021 - Present · 1 year 8 months



Insurance Advisor (Outbound)

TD Meloche Monnex

Feb 2016 - Jun 2021 · 5 years 5 months

Toronto, Canada Area

- Strong cold calling competencies and closing ratios with focus on customer interest of potential clients in our products and services to generate qualified sales leads
- Track and manage lead and revenue/gross profit generation activities including multiple pipelines and activities via existing sales platforms and applications
- Generate demand for TD Meloche Monnex insurance solutions and services through smart forecasting and observing market trends, lead generation and effective...

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Customer Focused Sales Consultant

American Express

Aug 1999 - Apr 2014 · 14 years 9 months

Toronto, Canada Area

- Proven ability to work in a highly regulated environment by successfully partnering with key groups of the organization such as credit, fraud, new accounts and authorization officer to effectively deliver results for compliance goals
- Delivered bottom-line results in a fast-paced quota driven environment via a high degree of customer satisfaction and engagement through delivery of sales, assistance and support.
- Provide over-arching support for clients by assisting them on their...

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Bank Clerk

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Michael Galang

Account Development Executive at American Express



Account Development Executive at American Express



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CIBC

Jun 1993 - Jun 1999 - 6 years 1 month

Toronto, Canada Area

- Responsible for making sure all information required for account approval is on file such as income information, social security number, credit bureau report, etc.
- Making outbound calls to verify identity and personal information of clients
- Managing team in terms of customer satisfaction, conducting team meetings and setting up team objectives to be able to discuss areas of improvement and concern.
- Strengthened team motivation by implementing mentoring and coaching to new...

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Education



Centennial College

Accounting / Programmer Analyst - Accounting/ Programmer-Analyst Program

1992 - 1997

Licenses & Certifications



RIBO

RIBO

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**Erin Norman**

Shift Supervisor at Starbucks
Ottawa, Ontario, Canada
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Schedule management
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Employee training and development
Computer Troubleshooting
Strategic thinker
Microsoft Office professionally trained
Excellent interpersonal and coaching skills
Eye for detail

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Greater Toronto Area, Canada

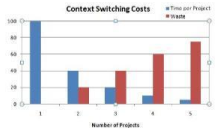


Barack Burkard

Activity



Last month, after 22 years, I retired from Levi Strauss & Co. The greatest honor and privilege of my career was spending two decades helping to make...
Liked by Erin Norman



Simon Bourk helped me visualize the real cost of trying to manage multiple projects. 1 project = 100% productive, 2 projects = 40% productive per...
Liked by Erin Norman

Experience



Starbucks

6 years 5 months

Shift Supervisor

Sep 2017 - Present · 5 years 5 months

Barista

Sep 2016 - Present · 6 years 5 months

Stafford

Cue **based selling** and support.
Performing many different tasks within the store during each shift.
Working at a high pace at while performing with legendary customer service.



Educator/Representative for the Juice Plus Company Canada

Juice Plus+



Nathan Muszara

HR Business Partner at Minto
Canada



sashani Mccalla

Shift Supervisor at Starbucks
Brampton, ON

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Erin Norman

Customer Success
Fort Collins, CO



Erin Norman

Team Leader at The Hartford, HIM student at UCF
Longwood, FL



Erin Norman

Director of Operations
Alpharetta, GA



Erin Norman

Senior Messaging Strategist, State Policy Network
Oakton, VA



Erin Norman

Compensation Technology Leader
Saint Johns, FL

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May 2015 - Dec 2018 · 3 years 8 months

Ottawa

Representative for the Juice Plus Company Canada. Inspiring others through education to live a healthy full life, using whole foods and everything else I have learned and share.

Office Administrator

GEM Health Care Services

Sep 2013 - Sep 2016 · 3 years 1 month

Prepare various documents as directed by the Office Manager, Administrative Clinical Nursing Coordinator and Founder, President & CEO.

Accountable for all that occurs during shift time.

Assigns staff to clients based on client needs and staff skill sets.

Contact and manage interpersonal relationships with multiple staff, clients and families.

Maintain and adjust client and staff schedules on an ongoing basis as per the client's needs, including, but not limited to; sick calls...

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Barista

Starbucks

Aug 2011 - Dec 2013 · 2 years 5 months

Pinecrest

Cue **based selling** and support.

Performed many different tasks within the store during each shift.

Worked at a high pace at one of the busiest locations in Ottawa while performing with legendary customer service.

Helped train new hires.

School Bus Driver

First Student

Sep 2001 - May 2010 · 8 years 9 months

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Erin Norman

Shift Supervisor at Starbucks

Shift Supervisor at Starbucks

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Volunteer Experience



Cub Scouter
Scouts Canada

Sep 2014 - Present · 8 years 5 months

Licenses & Certifications



Microsoft Office Professional training

-

Issued Aug 2015


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Languages

English

Native or bilingual proficiency

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Job Title

e.g. Registered Nurse

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XXXX XXXXXXXX XXXX, Scarborough, ON M1P3G4
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
Ph: XXXXXXXXXXXX

Summary

Goal-oriented business and hospitality student with excellent leadership and customer service skills seeking to implement abilities as a barista with Starbucks Canada as a gateway for an advancing career.

Skills

- Great interpersonal skills
- Time management skills
- Fluent in English and Tagalog
- Organizational skills
- Proven leader

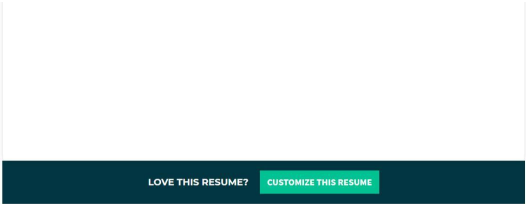
Experience

*H&M Canada
Sales Advisor* *North York, ON
Oct 2013 - Current*

- Responsible role - Person that management appoints as the mentor on the floor due to great responsibility being shown
- Trained new employees and taught them the correct standards that the company has.
- Consistently excellent customer service and manager on exchange with customers

- Consistently prioritized customers' needs over my own during my tenure
 - Greet visitors or callers and handle their inquiries or direct them to the appropriate persons according to their needs.
 - Ability to work across departments
 - Exceeded management's expectations of floor coverage across departments
 - Handles monetary funds as cashier
 - Well trusted by management - Assists with opening/closing registers as well as counting funds within the vault at the end of the night
- Fairmont Chateau Lake Louise Hotel* *Lake Louise, AB*
SWEP Graduate - Fairmont Gold Turndown Attendant *May 2016 - Sep 2016*
- Warmly greeted Fairmont Gold VIP guests and welcomed them to the hotel
 - Lightly cleaned guest rooms in the evening in preparation for a good night's rest
 - Filled ice buckets in rooms, replaced used glassware and towels, disposed of garbage, turned down bed
 - Catered to guest requests
 - Ensured high quality customer service by engaging in genuine conversations with guests
 - Carry linens, towels, toilet items, and cleaning supplies, using wheeled carts
 - Stocked employee backroom with all supplies needed for the following morning
- Forever 21 Canada* *Scarborough, ON*
Sales Associate *Nov 2012 - Jan 2013*
- Constantly delivered excellent customer service skills and attended to customers' needs immediately
 - **One based selling** - Catered to customers' needs without them realizing what their needs are
 - Connected and engaged with customers to make them feel welcomed
 - Regularly had own section of store organized as well as others.

Education	
George Brown College	Toronto, ON
Bachelors of Applied Business: Hospitality	Apr 2017
Accomplishments	
Valid Standard First Aid and CPR certificate Level C	
Honour Roll Student	2010-2014, 2016
Student of the month	2003-2009
Responsibility recognition	2003-2009



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RESUME DETAILS

This is a real resume for a Sales Advisor in Scarborough, ON with experience working for such companies as Hm Canada, Fairmont Chateau Lake Louise Hotel, Forever 21 Canada. This is one of the hundreds of Sales Advisor resumes available on our site for free. Use these resumes as templates to get help creating the best Sales Advisor resume.

Previous Companies:

Hm Canada
Fairmont Chateau Lake Louise Hotel
Forever 21 Canada

Schools:

George Brown College

Level of Education:

Bachelors Of Applied Business

Previous Job Positions:

Sales Advisor
Sales Associate

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Office Action (Official Letter) has issued
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U.S. Trademark Application Serial No. 97352540

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action to avoid your application abandoning. Follow the steps below.

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